Title & context	From the Social Media Advertising Code 2019.
	http://www.g-regs.com/downloads/DACSocialMediaAdCode2019.pdf (EN)
	https://www.reclamecode.nl/nrc/reclamecode-social-media-rsm/ (NL)
	Examples of the manner in which a "Relevant Relationship" on various platforms can be correctly displayed to visitors.

From Article 3	**Explanation**
	If an advertiser offers the Distributor any benefit, or chance thereof, (for example by giving a discount, free products or services or making a payment) for distributing Advertising via Social Media and that benefit affects the credibility of the relevant communication, the relationship between the Advertiser and the Distributor must be clear. Whether it is clear enough depends on the context and platform being used.
	If advertising is aimed at children, the comprehension of children must be taken into account, as established in the Child and Youth Advertising Code.
	Below are some examples of the way in which the Relevant Relationship can be made known to visitors of different platforms. The list of examples and platforms is not exhaustive. Other ways are possible provided they make clear that advertising is involved. For more examples and guidelines, refer to www.reclamecode.nl/social

I. Advertising distributed via video sharing platforms (for example YouTube and Instagram TV (IGTV):

Via **text** in the video and / or in the description below the video that is visible without having to click on a button such as "show more" and (as far as technically possible) visible on all types of devices and platforms on which the video can be viewed to and / or via a **spoken** message in the video, for example:

- "This video contains advertising for [advertiser]"
- "This video contains a paid partnership with [advertiser]"
- "[Advertiser] paid me to make this video"
- "I received these products from [advertiser]"
- "Thank you [advertiser] for sending the products"
- "This video was made possible by [advertiser]"

II. Advertising distributed via photo / message sharing platforms (e.g. Instagram, Facebook, Twitter):

Via **hashtags** in or below the photo / message, for example:

- #ad
- #adv
- #spon
- #collab
- #partner (ship)

And / or

Via **text** in the description below the photo / message, for example:

- "Cooperation with @ [advertiser]"
- "Made possible by @ [advertiser]"
- "Got it from @ [advertiser]"

III. Advertising distributed through a podcast platform:

A statement in the description of the podcast and / or in the podcast itself, for example:

- "This podcast contains advertising for [advertiser]"

- "This podcast contains a paid partnership with [advertiser]"

- "[Advertiser] paid me to make this podcast"

- "I received the products (which I discuss in my podcast) from [advertiser]"

- "This podcast was made possible in part by [advertiser]"

IV. Advertising distributed through platforms where content is only visible for a limited time, such as Snapchat and Instagram Stories:

Via **hashtags** in the posted content (for a series of messages at least in the first and last posted content, which is visible during the time the content is available), for example:

- #ad

- #adv

- #spon

- #collab

- #partner (ship)

And / or

Via **text** in the placed content that is visible during the time that the content is available, for example:

- "Cooperation with @ [advertiser]"

- "Made possible by @ [advertiser]"

- "Got it from @ [advertiser]"

Live streaming

V. If the advertising is distributed via social media platforms on which (live) streaming services are offered, the statements can be used by means of a hashtag, text and spoken messages as described above if it is sufficiently clear that there is a Relevant Relationship. In addition, it is important that the Relevant Relationship is mentioned with some regularity with a long stream of the type that viewers/ listeners are expected to switch on or off during the stream.

In addition to or instead of the aforementioned examples, a feature of a platform on which the advertisement is distributed can also be used, provided that it is sufficiently clear that there is a Relevant Relationship (for example the Instagram function where the Distributor can name an Advertiser in a post: "Paid partnership with [advertiser]").